

LEO BURNETT COMPANY, Inc.

Ad No. S-1038—Great Prints—Reg. No. 98944—Pg. 2/W—7 x 10 in. Trade, 1971

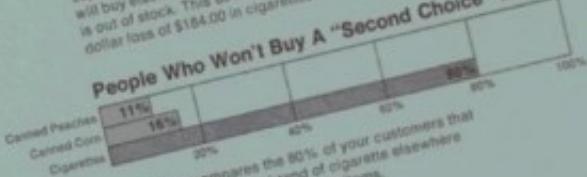
(b)

Printed in U.S.A.

YOU COULD BE LOSING **\$184.00** IN GROSS PROFIT EACH WEEK

It's simply a matter of arithmetic. The average weekly gross profit from the sale of cigarettes by a supermarket is \$230.00. 80% of your customers will buy elsewhere if their favorite brand of cigarettes is out of stock. This 80% loss means a potential dollar loss of \$184.00 in cigarettes alone.

People Who Won't Buy A "Second Choice" Brand*



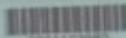
This chart compares the 80% of your customers that will buy their favorite brand of cigarette elsewhere with other popular supermarket items.

Don't lose sales because you're out of stock.
Check your cigarette inventory frequently.
Cigarette sales are very important to your profits.



Philip Morris U.S.A.

*Source: Progressive Grocer 1982



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